

iPhoto 6: Share Photos in a Whole New Way

Usage: The following demo scripts are designed for use in Apple Retail, Sales Channel, or in larger one-to-many Apple presentations. Do not share the contents of this script or content with customers.

List of items needed for this demo:

- iLife '06
- iLife '06 Demo Refresh DVD
- Macintosh with G4 or greater processor.
- Mac OS v10.4.4 or higher (for iPhoto photocasting)
- .Mac account (Internet connection required for full photocast demo)

Purpose:

- Impress your audience with the, speed, ease of use and powerful sharing options that iPhoto 6 offers.

Set-up/install items

- Ensure .Mac is set-up in System Preferences if you will be publishing a photocast.
- Insure you have added the iPhoto library from the iLife '06 Demo Refresh DVD to your demo machine

Loading new iPhoto demo photos

Launch iPhoto 6, then quit the application. Important! Make sure you have quit iPhoto. iPhoto cannot be running during the following steps.

Open the Pictures folder, located within the user's Home directory. Inside the Pictures folder will be a folder called iPhoto Library. Throw this old iPhoto Library away to conserve disk space or simply rename the folder as "Old-iPhoto Library". Grab the iPhoto Library folder off the content DVD and drag the entire folder into the Pictures folder. Don't edit this folders name, or it's contents, in any way. Once the folder is copied to your hard drive, launch iPhoto to confirm that you see the new library photos. Select a photo and crop it using iPhoto's crop tool. This will force iPhoto to re-write it's XML file so that iMovie and iDVD can see the correct photos in their media browser. Quit iPhoto and re-launch it just to make sure the changes have been saved.

Structure:

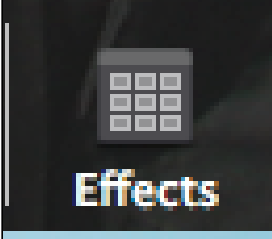
This script consists of a series of individual modules. Depending on the time allotted, you can perform everything in its entirety, or you can pick and choose the modules that work best for your situation.


Topic	Step by Step	Visual Guides	Dialog
Introduction			Hello everyone, my name is _____, and I'm very excited to be here today to show you iPhoto 6 - part of iLife '06. iLife '06 is Apple's fully integrated digital lifestyle suite that also includes updates to iMovie 6, iDVD 6, GarageBand 3, and iWeb. Let's get started.

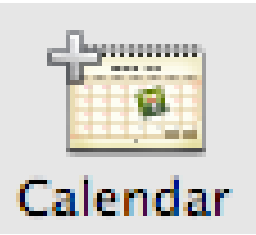
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<p>Blazing Performance and Support for a quarter million photos</p> <p><i>“Rebuilt from the ground up for speed”</i></p> <p><i>“A lifetime of photos at your fingertips”</i></p>	<p>Zoom in and out in main library using Zoom slider.</p> <p>Scroll up and down through main library using scroll bar.</p> <p>Show off the new Scroll Guide panel that pops up on screen during scroll.</p>		<p>People are taking more and more photos with their digital cameras than ever before. It’s not uncommon at all for someone to snap 100 photos at a party these days. And it’s not just the number of photos in a person’s collection that’s growing, it’s the size of the photos themselves. Photos are higher resolution than ever before.</p> <p>Both of these things require a powerful photo application to overcome. With support for 250,000 photos, you’ll be hard-pressed to fill iPhoto up with photos. In fact, you could shoot a roll a week for the next 192 years and you’d be fine. And with increased performance throughout the application, iPhoto is faster than ever before at paging through large photos, editing them, zooming, scrolling, even launching and quitting is faster.</p>

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<p>Full Screen Viewing and Editing</p> <p><i>"Make your photos hero by taking advantage of every inch of your display to review, compare, and edit your photos."</i></p>	<ul style="list-style-type: none"> • Select the first photo in the main iPhoto library • Click the Full-screen button in the lower left hand side of the screen. • Page through several photos using arrow keys or arrow buttons • Move mouse to top of screen to activate thumbnail bar • Click around to a few other photos using thumbnail bar. • Move mouse to bottom of screen to show editing toolbar. 		<p>With most photo applications, and indeed with older versions of iPhoto, when you opened a photo up to view it, you always had menus, tools and other things crowding your photo's space. When you've gathered friends around your computer to see your photos, you want them as large and glorious as they can be. With iPhoto 6's Full Screen Mode, you can display your images at the highest resolution your display can handle, edge to edge for maximum impact.</p> <p>And Full screen isn't just for showing off your photos. It's lets you get more close up with your shots when you're editing them as well. Just open an image in Full-screen and scroll to the editing toolbar for access to all of your editing tools.</p>

Topic	Step by Step	Visual Guides	Dialog
Compare Photos	<ul style="list-style-type: none"> • While in Full-screen mode, click the Compare button in the bottom left of the screen. • Use the arrow buttons or keys to page through other photos until you find one better than the first. • Hold down the Command Key and click another photo in the thumbnail bar at the top of the screen. • This will bring a third photo into your compare • Click additional photos to bring them on screen. • Find the best, slowly closing photos that don't make the cut by selecting them and clicking the close icon in their upper corner. • Close all until you have your winner visible full-screen. 		<p>Finding that gem of a shot amongst the many photos you take in an outing can be tedious. Not anymore. Now iPhoto lets you compare up to eight photos on screen at once, so you can find the rose amongst the thorns.</p>

Topic	Step by Step	Visual Guides	Dialog
<p>One-Click Image Enhancements and Effects</p> <p><i>"Improve your photos or give them a unique look with a single click."</i></p>	<ul style="list-style-type: none"> • While still in Full-screen mode, click the Adjust palette to show how you can edit your photos while in full-screen mode. • Close the Adjust palette • Scroll to the bottom of the screen and click the Effects button. • Click "Boost Color". • Click "Antique" • Click "Vignette" two or three times to show how all the effects are additive. 		<p>The new Effects Palette offers 8 enhancements and effects in a floating palette and can be applied in a click. To revert back to your un-edited photo, you can always click the center, "Current" option. Effects like Boost Color or Fade Color can be used to fix common problems like photos that are too bright or too dull.</p> <p>Other effects like Vignette, Edge Blur, or Antique can be used to easily give your photo an extra fun and artistic flair.</p>

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<p>Greeting Cards and Calendars</p> <p><i>“Create professional quality greeting cards and wall calendars with your favorite photos.”</i></p>	<ul style="list-style-type: none"> • Select the second photo from the Florida Vacation album.(girl smiling) • Click the Cards button. • Choose Birthday theme • Double-click the image on the card cover to bring up zoom slider. Zoom image a bit, then pan it using the mouse. • Choose a different color for your card using the Background button. • Click the Design button to choose a cover design that features text • Type “We’re Having a Party” on cover. • Type party details into the body of the card if time permits. 	 <p>The icon shows a blue photo frame with a white border, containing a small photo of a beach scene. A white plus sign is positioned above the frame. Below the frame, the word 'Card' is written in a stylized, multi-colored font.</p>	<ul style="list-style-type: none"> • All of those cards at the card store are great, but they’re missing one important thing. Your photos! Now, with iPhoto, you can create greeting cards and postcards that feature your personal photos combined with a variety of Apple-designed themes that are sure to impress. Designing your card is fast and easy because there’s no uploading to a Web site or online service. You can add text, crop your photo, change photo frames, all instantaneously, right in iPhoto. Then, when you’re done, just click the Order button. Your cards will be printed on premium card stock and will feature the professional quality color, sharpness and finish that you’d expect from Apple’s state of the art digital presses.

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Calendars	<ul style="list-style-type: none"> • Select the Family Reunion album • Click the Calendar button • Choose the Big Date theme • On the next panel, choose 15 months, and import your country's holidays using the pull-down menu. 	 <p>The icon shows a small calendar grid with a plus sign in the top left corner and a small photo of a green apple on one of the dates. Below the calendar grid, the word "Calendar" is written in a colorful, stylized font.</p>	<p>iPhoto calendars let you show off your favorite photos all year long. Just pick the photos you'd like to use and click the Calendar button. iPhoto makes it easy for you to choose the perfect layout theme, starting month and exact length of your calendar. And how's this for something you won't find anywhere else. To add a photo to an individual date, just drag it onto the calendar day. Perfect for marking birthdays and other special occasions with photos of the special person.</p>

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	<ul style="list-style-type: none"> • Click OK to create the calendar • Click Autoflow button. • Page through several pages • On March page, select top page of calendar and change to four photo page using Layout button. • Switch to view the photo thumbnails instead of the calendar page thumbnails using the button in the upper left. • Drag the first photo in the list onto the blank frame you created when going to a four-up page. • Drag the next photo of a person onto a day of the calendar. • If necessary, use zoom slider to zoom this portion of the screen for viewing by audience. 		<p>When you're done creating your personalized calendar, just click the Buy Calendar and it will be professionally printed and shipped to your door. They make perfect gifts.</p>

Topic	Step by Step	Visual Guides	Dialog
	<ul style="list-style-type: none">• Double-click this photo to pan and zoom it for better fit.• Add a caption and select the caption check box.• Move caption to another location using arrow buttons.• Close pane		
	<ul style="list-style-type: none">• Click into another day of the month• Type in "Mom's Birthday"• Close panel•• Note the Buy Calendar Button		